TABLE OF CONTENTS

Acknowledgements iv

Abstract vi

List of Figures. xiii

List of Tables xiv

Chapter

1. Introduction 1

1.0 Thesis Background. 1

1.1 Survey of Relevant Literature 3

1.1.1 Van Dijk and Longacre 3

1.1.2 Thai Discourse Studies 6

1.1.3 Studies of Hortatory Discourse. 7

1.2 Methodology 9

1.2.1 Texts 10

1.2.2 Analysis. 11

1.3 Overview of the Study. 11

1.4 Limitations of the Study 12

2. Surface Structure 17

2.0 Introduction. 17

2.1 Surface Structure 17

2.2 Establishing Discourse Boundaries. 21

PAYAP UNIVERSITY

2.2.1 Salutation. 24
2.2.2 Stage. 25
2.2.2.1 Topic Announcement 25
2.2.2.2 Global Conflict Situation 27
2.2.2.3 Appeal to Buddhism 29
2.2.3 Body 31
2.2.4 Conclusion 34
2.2.5 Terminus 36
2.3 Conclusion 38

3. Mainline, Theme, and Surface Structure 40
3.0 Introduction 40
3.1 Mainline 40
3.2 Theme 43
3.3 Application to Phra Phayom's Sermons 44
3.3.1 Why Megasections? 45
3.3.2 Megasections and Mainlines 46
3.3.3 Theme as a Function of Frequency and Distribution 52
3.4 Conclusion 56

4. Mitigation. 57
4.0 Introduction. 57
4.1 Levels of Mitigation. 58
4.2 Mitigation in Thai 60

PAYAP UNIVERSITY

4.2.1 Survey Tool 60
4.2.2 Survey Results 61
4.2.3 Mitigation by Shift of Person Orientation 64
4.3 Command Forms and Mitigation in Phra Phayom's Sermons 66
4.4 Hortatory Realization 69
4.5 Conclusion 71

5. Phra Phayom's Rhetorical Devices 72
5.0 Introduction 72
5.1 Audience Involvement Devices 72
5.1.1 Rhetorical Questions 72
5.1.2 The Particle *na*$^{?3}$ 79
5.2 Jokes 79
5.2.1 Irony of Situation 80
5.2.2 People in *Moha* 81
5.2.3 Embarrassing Moments in the Life of Phra Phayom 82
5.2.4 Humor on the Offensive 83
5.3 Collocational Lists 85
5.4 Conclusion 87

6. Megasection Anatomy 88
6.0 Introduction 88
6.1 Types of Information within Megasections 89

PAYAP UNIVERSITY

6.2 Megasection Breakdown 90

6.3 Conclusion. 97

7. Conclusion 98

Appendix

A. Free Translations and Thai Transcriptions of "Solve Greed" and "Wealth". 101

B. Survey Instruments Used for Assessing Mitigation in Thai 184

C. Author Interview with Phra Phayom 188

D. Biographical Notes on Phra Phayom 198

E. Span Chart Showing Paragraph-Level Themes in "Solve Greed" 203

Bibliography 205

PAYAP UNIVERSITY

LIST OF FIGURES

1. Composition of a Hortatory Point 8
2. Speech Acts and the Communicative Context 12
3. Surface Features of Thai Hortatory Discourse 18
4. Surface Structure of Phra Phayom's Sermons 20
5. Partial Division of "Wealth of Personhood" by Paragraph, Megasection, and Boundary Criteria 23
6. Schema of Megasection Organization (Hypothetical) 31
7. Megasection Divisions in "Solve Greed" 33
8. Etic Bands of Salience in Narrative. 42
9. Verb Rank in Hortatory Discourse (Biblical Hebrew) 43
10. Mitigated Commands at Megasection Boundaries in "Solve Greed" 49
11. Command Types for Eastern Kadazan 59
12. Mitigation of Thai Positive Commands 62
13. Mitigation of Thai Negative Commands 63
14. Occurences of Explicit Command Forms in "Solve Greed". 68
15. Percentage of Select Paragraph Content Types in Megasections 1-9 of "Solve Greed" 90
16. Span Chart of Megasections Six and Seven of "Solve Greed" 92

PAYAP UNIVERSITY

LIST OF TABLES

1. Theme Rankings for "Solve Greed" 54

2. Subject Orientation and Command Strength. 65

3. Strength and Effectiveness of Select Command Forms in the Frame *toŋ*^{2} *chuaj*^{2} *jo:nok*^{3} 'must help Yonok' 65

4. Direct, Indirect, and Non-Command Usages of Surveyed Command Forms in "Solve Greed" 67

PAYAP UNIVERSITY